

090514Z 060300

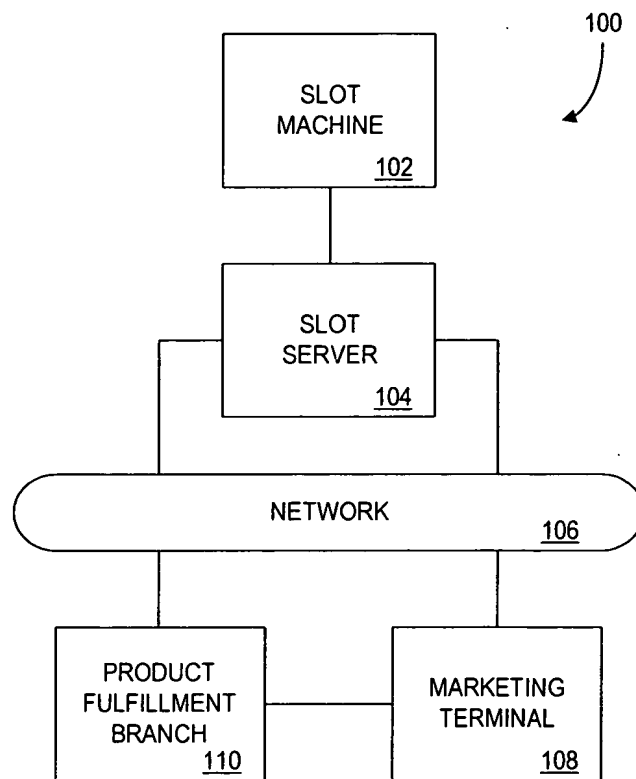
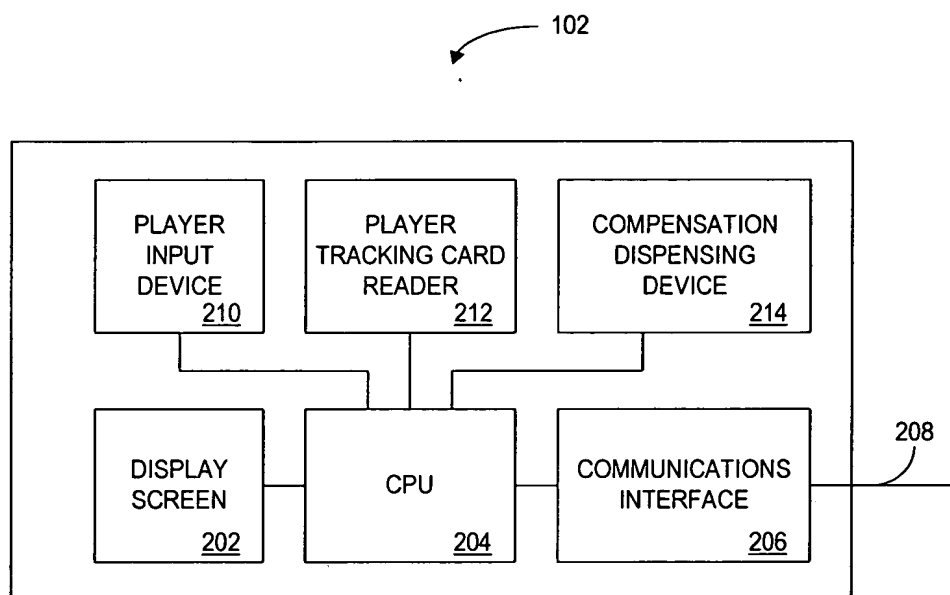


FIG. 1

FIG. 2



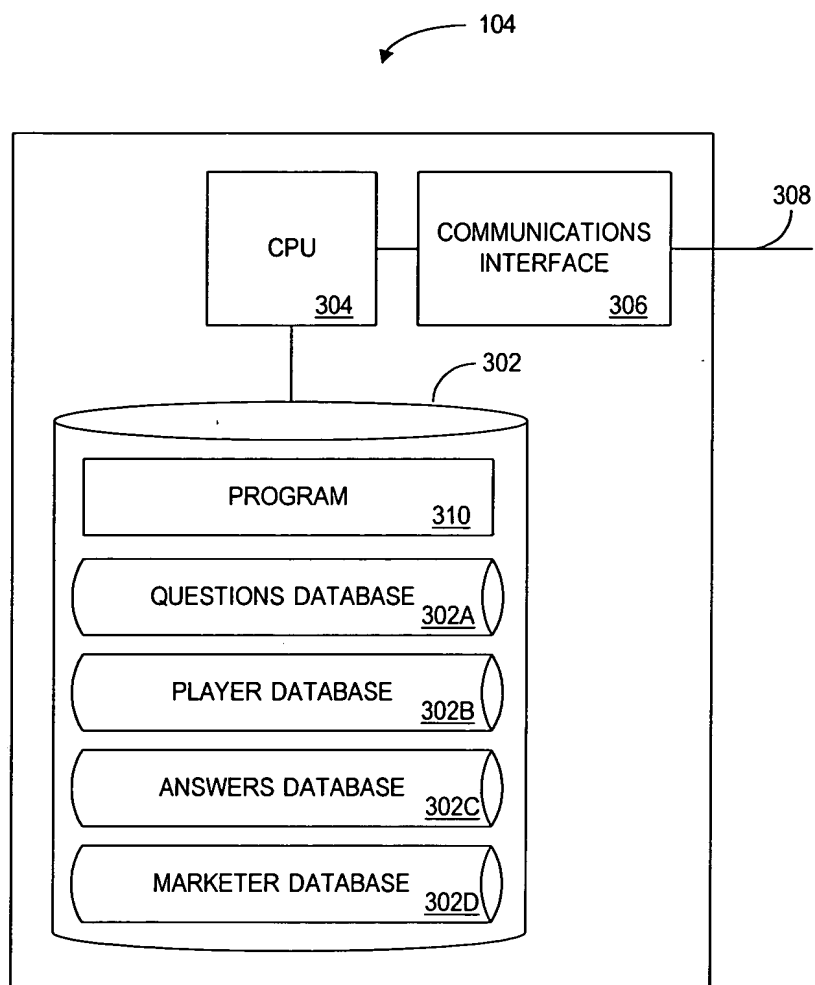


FIG. 3

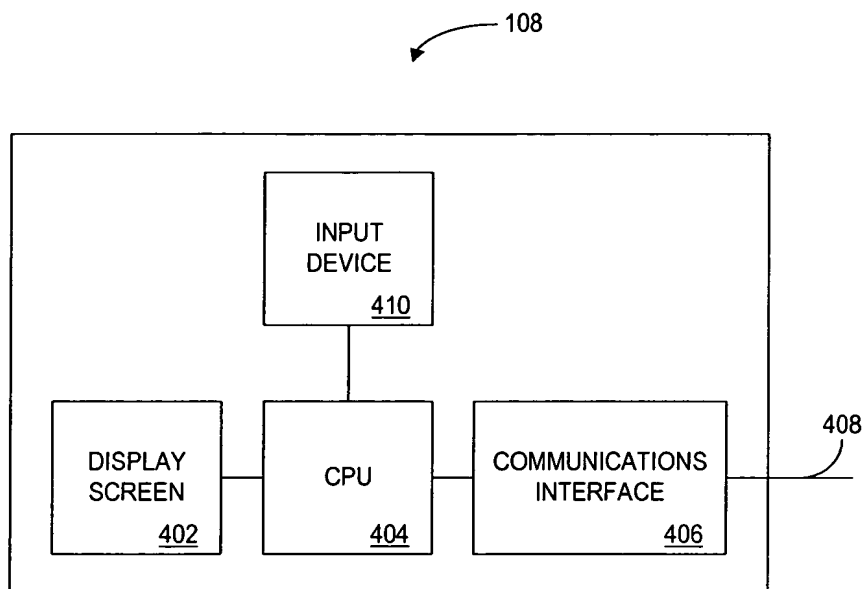


FIG. 4

FIG. 5

000E90" 24760360

302A

QUESTION IDENTIFIER 602	QUESTION 604	POSSIBLE ANSWERS 606	COMPENSATION TO PLAYER 608	COST TO MARKETER 610	MARKETER IDENTIFIER 612
12561Q	DO YOU OWN A MERCEDES?	YES, NO	\$1.00	\$1.50	GENERIC
42564Q	DO YOU LIKE MOON ROOFS?	OPEN ENDED	\$3.00	\$4.75	135M

620  
622

FIG. 6

000000" 4460960

302B

PLAYER IDENTIFIER 702	NAME 704	FINANCIAL ACCOUNT IDENTIFIER 706	DEMOGRAPHIC 708	MACHINE IDENTIFIER 710	SESSION THEORETICAL WIN 712	HISTORICAL THEORETICAL WIN 714	CURRENTLY PLAYING? 716	EARNINGS 718
111123P	SAM BROWN	1111-1111-1111-1111	MALE, AGE 23	234M	\$58	\$252	YES	\$26
222234P	LINDA JONES	2222-2222-2222-2222	FEMALE, AGE 47	532M	\$63	\$357	NO	---

720

722

FIG. 7

302C

QUESTION IDENTIFIER 602	PLAYER IDENTIFIER 702	ANSWER 802	DATE AND TIME OF ANSWER 804
23514Q	395322P	YES	1/23/2003 2:34 PM
49322Q	032945P	I PREFER RED CARS	2/12/2003 4:00 AM

820

822

FIG. 8



302D

MARKETER IDENTIFIER 612	FINANCIAL ACCOUNT IDENTIFIER 706	QUESTIONS PAID FOR 902	POOL DEFINITION 904	TIME BY WHICH RESULTS ARE NEEDED 906
251M	3333-3333-3333-3333	15	500 PEOPLE, AGED 21-35	1/13/2003
693M	4444-4444-4444-4444	10	200 PEOPLE, FEMALE, AGED 35-45	1/18/2003 12 PM

920  
922

FIG. 9

000E90" 24760960

502A

PLAYER NAME 704	ADDRESS 1002	PRODUCT NAME 1004	BUY /SAMPLE 1006	FINANCIAL ACCOUNT IDENTIFIER 706	DEADLINE TO RETURN PRODUCT 1008	PAID? 1010
SAM GREEN	ANYPLACE, USA	PERSONAL DIGITAL ASSISTANT	SAMPLE	3333-3333- 3333-3333	3/12/2003	NO
HILDA SNOW	SOMEPLACE, USA	SWISS WATCH	BUY	4444-4444- 4444-4444	N/A	YES

1020

1022

FIG. 10

502B

PRODUCT NAME 1004	QUANTITY IN STOCK 1102	PRICE 1104
PERSONAL DIGITAL ASSISTANT	10	\$510
SWISS WATCH	20	\$2500

1120

1122

FIG. 11

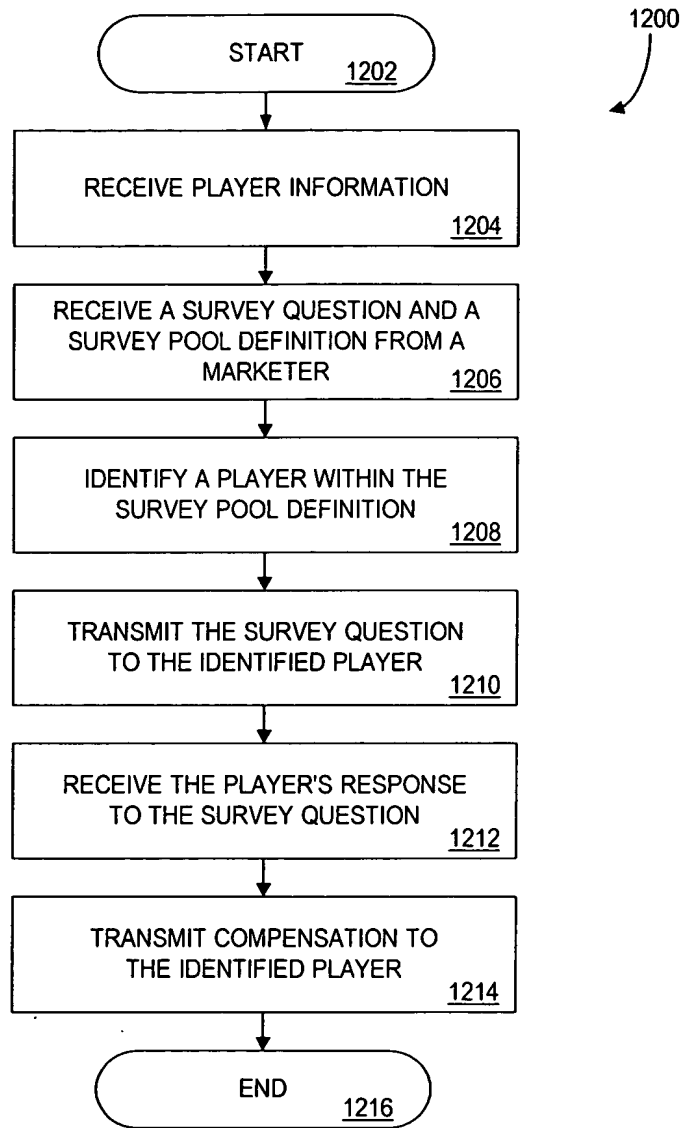


FIG. 12